

Message Text

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SUBJECT: PRODUCT OPPORTUNITY: VISIT OF ROCKWELL

INT'L V. P. CALVO

REF: A) STATE 092544 B) KARACHI 0560

SUMMARY: U.S. TEXTILE FIRMS APPEAR IN GOOD POSITION TO WIN CONTRACTS FOR UP TO DOLS20 MILLION WORTH OF SPINNING, WEAVING AND OTHER MACHINERY FOR TWO NEW TEXTILE PLANTS TO BE CONSTRUCTED IN BALUCHISTAN BY NEWLY FORMED PAK-IRAN TEXTILES, LTD. END SUMMARY

1. VICE PRESIDENT, INTN'I MARKETING, JAMES CALVO OF ROCKWELL ACCOMPANIED BY SINGAPORE-BASED SALES MANAGER WALTER FRANCIS, CALLED ON DPO AND CONSUL GENERAL APRIL 24 ACCOMPANIED BY LOCAL REP TAHER PUNJWANI. PUNJWANI REPORTED ROCKWELL APPEARS TO HAVE GOOD CHANCE TO WIN ORDER FOR 1400 LOOMS, WORTH ABOUT DOLS10 MILLION, FOR THE TWO NEW 50,000-SPINDLE TEXTILE PLANTS TO BE SET UP BY PAK-IRAN TEXTILES LTD. (PIT) IN BALUCHISTAN.

2. CLOSEST COMPETITORS NOW NARROWED DOWN TO BELGIAN FIRM, WHOSE PRICES ARE SLIGHTLY HIGHER AND JAPANESE WITH LOWER PRICES BUT SOMEWHAT LOWER QUALITY LOOMS. COMPETITION WILL BE TOUGH AND CALVO AND FRANCIS PLAN REMAIN IN KARACHI UNTIL PIT BOARD MEETS ON MAY 5 TO MAKE FINAL DECISIONS REGARDING TEXTILE MACHINERY PURCHASES. IN MEANTIME THEY WILL BE MEETING

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PAGE 02 KARACH 00731 251049Z

WITH PIT TECHNICAL AND PRICE EVALUATION COMMITTEES, MADE UP

OF OFFICIALS OF BOTH PAK AND IRAN OFFICIALS OF PIT.

3. CONGEN HAS OFFERED ALL APPROPRIATE ASSISTANCE IN ARRANGING MEETINGS WITH KEY OFFICIALS HERE AND FOR POSSIBLE REPRESENTATIONAL FUNCTION WHICH WOULD PROVIDE FURTHER CHANCE FOR INFORMAL CONTACTS.

4. IN ADDITION TO GOOD POSSIBILITIES FOR ROCKWELL BID TO PROVIDE 1400 DRAPER LOOMS, WHITIN IS BIDDING ON DOLS5 MILLION WORTH OF SPINDLES, CROMPTON AND KNOWLES ON DOLS3 MILLION WORTH OF OPENING AID PICKING MACHINERY, AND BARBER AND COLEMAN ON DOLS2 MILLION WORTH SPECIALIZED TEXTILE MACHINERY. ALL FOUR U.S. FIRMS ARE AMONG BIDDERS SELECTED BY PIT FOR FINAL CONSIDERATION BY TECHNICAL AND PRICE EVALUATION COMMITTEES. THUS TOTAL OF DOLS20 MILLION IN POTENTIAL U.S. SALES INVOLVED IN PIT DECISIONS OVER NEXT TWO WEEKS. WE UNDERSTAND CROMPTON AND KNOWLES EXECUTIVE ALSO ARRIVING HERE IN NEXT FEW DAYS TO PRESENT HIS COMPANY'S CASE IN MEETINGS PREVIOUS TO FINAL BID DECISION. SINCE ROCKWELL AND CROMPTON AND KNOWLES PRODUCTS COMPLEMENTARY, WE WILL COOPERATE WITH BOTH FIRMS AND THEIR AGENTS HERE IN DOING ALL POSSIBLE TO GAIN FAVORABLE DECISIONS CONCERNING THIS IMPORTANT PURCHASE, WHICH BENEFITS FROM IRANIAN FINANCING.

5. ACCORDING TO LATEST INFORMATION FROM PUNJWANI, PLANS NOW EVOLVING FOR THREE MORE 25,000 SPINDLE TEXTILE PLANTS IN FRONTIER AND SIND. TO BE CONSTRUCTED IN PUBLIC SECTOR HOPEFULLY ALSO WITH IRANIAN FINANCIAL PARTICIPATION.
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